PHILIP MORRIS U.S.A.
INTEROFFICE CORRESPONDENCE
Richmond, Virginia

To: **John Hackett** **Date:** October 10, 1997

From: **Elizabeth Chambers**

Subject: **Purchasing Samples of Philip Morris Brands Within Massachusetts**

As part of a recently enacted state law, the Commonwealth of Massachusetts has demanded that each tobacco manufacturer purchase four (4) packs of every brand style within a brand family with a market share greater than 5%. This applies to twenty (20) brand styles from the Marlboro brand family. We are required to follow the detailed sampling procedure included in the state law.

The state procedure requires us to purchase all samples at retail at approximately the same time. At a minimum, for each brand style sampled, 4 packs of cigarettes must be purchased from 5 retailers located in 5 separate counties in Massachusetts, for a total of 100 packs purchased. Two packs from each location must be mailed to the Department of Public Health from the county in which the product is purchased. The remaining two packs from each location must be mailed to my attention for internal laboratory analysis

Below is a brief explanation of each step.

1. The four (4) packs of each brand style must be purchased from the same retail store at approximately the same time.

2. The Territory Sales Manager (TSM) within each of the five different counties must purchase four (4) packs of each of the twenty (20) Marlboro brand styles listed on the attached page from five different retailers. If the TSM is fortunate enough to find all brand styles within the same retail store then he will purchase a total of 80 packs. By the time the TSM covers all five retail stores within a county he will have purchased a total of 400 packs. The TSM must complete and affix one of the labels provided to each pack. The label must be completely legible and contain the date the product was purchased, the name and retail store #, the address of the retail store, the county in which the retail store is located and a box to check for destination of PM or MA. On box packings, please affix the label to the rear panel underneath the tear tape. On soft packs, affix the label to the front or rear panel underneath the tear tape. Utilizing the pre-addressed shipping labels provided, ship two packs of each brand style to the Department of Public Health for the State of Massachusetts and two packs of each brand style to my attention. When shipping your packs of each brand style from within a single county, please mail in secure packaging (box is preferred) that will ensure the cigarettes will be protected.

3. If some brand styles are not available in certain retail locations, those brand styles must be purchased in another retail location where they are available. For example, if the TSM finds all brand styles within the same retail store except Marlboro King Size 25/pack, then these brand styles can be purchased at another retail store. These four packs must be purchased from the same store and at approximately the same time. The TSM must purchase the brands from **at least five retail stores.** He may have to visit more than five stores in order to obtain the required total of 20 packs per brand style.

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4. The attached form must be accurately completed and must accompany the cigarettes when mailed to the Department of Public Health in Massachusetts and to Philip Morris. Also a list of samples mailed on that day should be sent to each location under separate cover.

Any questions, please contact Elizabeth Chambers at 804-274-2871 (digital pager 804-905-2871)

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